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February 22, 2019

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**VIA E-MAIL (ATTORNEYGENERAL@DOJ.NH.GOV)**  
**AND FEDERAL EXPRESS**

The Honorable Gordon MacDonald  
Attorney General of the State of New Hampshire  
Office of the Attorney General  
33 Capitol Street  
Concord, NH 03301

***Re: Notification of a Data Security Incident***

Dear Attorney General MacDonald:

We represent Environmental Graphics, LLC d/b/a Murals Your Way (“Environmental Graphics”) in connection with an incident that involved the personal information of two (2) New Hampshire residents and provide this notice on behalf of Environmental Graphics pursuant to N.H. REV. STAT. ANN. § 359-C:20. This notice will be supplemented, if necessary, with any new significant facts discovered subsequent to its submission. While Environmental Graphics is notifying you of this incident, Environmental Graphics does not waive any rights or defenses relating to the incident or this notice, or the applicability of New Hampshire law on personal jurisdiction.

**NATURE OF THE SECURITY BREACH OR UNAUTHORIZED USE OR ACCESS**

Environmental Graphics is a custom wallpaper mural company based in Hopkins, Minnesota. Environmental Graphics operates a website located at <http://www.muralsyourway.com> (the “Website”) through which customers can place orders for wallpaper murals that can be shipped directly to the customer. Environmental Graphics recently became aware that an external actor or actors placed hidden code on the Environmental Graphics web servers that host the Website. The code may have targeted certain personal information of customers who made credit card purchases through the Website between January 16, 2019 and February 3, 2019, including the customers’ first and last names, billing or mailing addresses, telephone numbers, e-mail addresses, and credit card information.

**NUMBER OF NEW HAMPSHIRE RESIDENTS AFFECTED**

On February 3, 2019, Environmental Graphics determined that two (2) New Hampshire residents may have been impacted by this incident. Environmental Graphics will be notifying

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Atlanta Boston Chicago Dallas Denver Houston Kansas City Los Angeles Nashville New York Phoenix  
St. Louis San Francisco Seattle Washington, D.C. Wilmington  
Polsinelli PC, Polsinelli LLP in California

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impacted individuals of the situation by letter on February 22, 2019. Enclosed is a copy of the notice that is being sent to the impacted individuals.

### **STEPS TAKEN RELATING TO THE INCIDENT**

Upon learning of the incident, Environmental Graphics promptly launched an internal investigation and removed the code from the Website's web servers. Environmental Graphics also retained a leading forensic security firm to investigate the incident and is working with its information technology vendors to implement additional security controls to strengthen the security of its systems.

### **CONTACT INFORMATION**

Please contact me if you have any questions or if I can provide you with any further information concerning this matter.

Very truly yours,

A handwritten signature in black ink, appearing to read "Michael J. Waters".

Michael J. Waters

MJW:adb  
enclosure

cc: Greg Yoch, President, Environmental Graphics, Inc.

February 22, 2019

[REDACTED]

Dear [REDACTED]:

<b>NOTICE OF A DATA BREACH</b>										
<b>What Happened?</b>	We value and respect the privacy of your information, which is why we are promptly advising you of a recent incident that may have involved your personal information. On February 3, 2019, we discovered a compromise to our website that could have resulted in someone obtaining information about credit card transactions placed through our website between January 16, 2019 and February 3, 2019. You are receiving this notice because you made a purchase through our website during this period of time.									
<b>What Information Was Involved?</b>	The incident could have resulted in someone accessing information entered into our website, including name, address, telephone number, email address and credit card information. This incident did <u>not</u> involve Social Security numbers.									
<b>What We Are Doing</b>	As soon as the issue was identified, we took steps to secure the website and worked with a leading forensic security firm to assist in our investigation. We also have taken several actions to prevent this type of incident from occurring in the future, including reviewing technical security controls.									
<b>What You Can Do?</b>	As a precautionary measure, we recommend that you remain vigilant to protect against potential fraud and/or identity theft by, among other things, reviewing your account statements and credit reports closely. If you detect any suspicious activity on an account, you should promptly notify the financial institution or company with which the account is maintained. You should also promptly report any fraudulent activity or any suspected incidents of identity theft to proper law enforcement authorities, including the police and your state's attorney general, as well as the Federal Trade Commission ("FTC").									
<b>Other Important Information</b>	<p>You may wish to review the tips provided by the FTC on fraud alerts, security/credit freezes and steps you can take to avoid identity theft. For more information and to contact the FTC, please visit <a href="http://www.ftc.gov/idtheft">www.ftc.gov/idtheft</a> or call 1-877-ID-THEFT (1-877-438-4338). You may also contact the FTC at Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.</p> <p><b>Credit Reports:</b> You may obtain a free copy of your credit report once every 12 months from each of the three national credit reporting agencies by visiting <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>, by calling toll-free 1-877-322-8228, or by completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. You can print a copy of the request form at <a href="http://www.annualcreditreport.com/cra/requestformfinal.pdf">www.annualcreditreport.com/cra/requestformfinal.pdf</a>.</p> <p>Alternatively, you may elect to purchase a copy of your credit report by contacting one of the three national credit reporting agencies. Contact information for the three national credit reporting agencies for the purpose of requesting a copy of your credit report or for general inquiries, including obtaining information about fraud alerts and placing a security freeze on your credit files, is as follows:</p> <table style="width: 100%; border: none;"> <tr> <td style="text-align: center;">Equifax</td> <td style="text-align: center;">Experian</td> <td style="text-align: center;">TransUnion</td> </tr> <tr> <td style="text-align: center;">1-800-349-9960</td> <td style="text-align: center;">1-888-397-3742</td> <td style="text-align: center;">1-888-909-8872</td> </tr> <tr> <td style="text-align: center;"><a href="http://www.equifax.com">www.equifax.com</a></td> <td style="text-align: center;"><a href="http://www.experian.com">www.experian.com</a></td> <td style="text-align: center;"><a href="http://www.transunion.com">www.transunion.com</a></td> </tr> </table>	Equifax	Experian	TransUnion	1-800-349-9960	1-888-397-3742	1-888-909-8872	<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>
Equifax	Experian	TransUnion								
1-800-349-9960	1-888-397-3742	1-888-909-8872								
<a href="http://www.equifax.com">www.equifax.com</a>	<a href="http://www.experian.com">www.experian.com</a>	<a href="http://www.transunion.com">www.transunion.com</a>								

	<p>P.O. Box 105788 Atlanta, GA 30348</p> <p>P.O. Box 9554 Allen, TX 75013</p> <p>P.O. Box 2000 Chester, PA 19022</p> <p><b><u>Fraud Alerts:</u></b> You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least ninety (90) days. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any new accounts in your name. To place a fraud alert on your credit report, contact any of the three national credit reporting agencies using the contact information listed above. Additional information is available at <a href="http://www.annualcreditreport.com">www.annualcreditreport.com</a>.</p> <p><b><u>Credit and Security Freezes:</u></b> You may have the right to place a credit freeze, also known as a security freeze, on your credit file, so that no new credit can be opened in your name without the use of a PIN number that is issued to you when you initiate the freeze. A credit freeze is designed to prevent potential credit grantors from accessing your credit report without your consent. If you place a credit freeze, potential creditors and other third parties will not be able to get access to your credit report unless you temporarily lift the freeze. Therefore, using a credit freeze may delay your ability to obtain credit. Unlike a fraud alert, you must separately place a credit freeze on your credit file at each credit reporting company. Since the instructions for how to establish a credit freeze differ from state to state, please contact the three major credit reporting agencies using the contact information above.</p> <p><b><u>Maryland Residents:</u></b> Maryland residents can contact the Office of the Attorney General to obtain information about steps you can take to avoid identity theft from the Maryland Attorney General’s office at: Office of the Attorney General, 220 St. Paul Place, Baltimore, MD 21202, (888) 743-0023, <a href="http://www.oag.state.md.us">www.oag.state.md.us</a>.</p> <p><b><u>North Carolina Residents:</u></b> North Carolina residents can obtain information about preventing identity theft from the North Carolina Attorney General’s Office at: North Carolina Attorney General’s Office, 9001 Mail Service Center, Raleigh, NC 27699-9001, (877) 566-7226, <a href="http://www.ncdoj.com">www.ncdoj.com</a>.</p> <p><b><u>Rhode Island Residents:</u></b> We believe that this incident affected one Rhode Island resident. Rhode Island residents can contact the Office of the Attorney General at: Rhode Island Office of the Attorney General, 150 South Main Street, Providence, RI 02903, (401) 274-4400.</p>
<b>For More Information</b>	For further information and assistance, please call 1-800-328-3869 from 8:00 a.m. to 5:00 p.m. CT, Monday through Friday.

We value the trust you place in us to protect the privacy and security of your information, and we apologize for any inconvenience or concern that this incident may cause you.

Sincerely,

*Greg Yoch*

Greg Yoch  
President, Murals Your Way